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**THE PERCEPTION OF PLACE BRANDING AS A MECHANISM
IN CITY PLANNING IN ALOR SETAR, KEDAH**



**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
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**THE PERCEPTION OF PLACE BRANDING AS A MECHANISM
IN CITY PLANNING IN ALOR SETAR, KEDAH**



**FARIHA RAMLI
(900902)**

**Thesis Submitted to
Ghazali Shafie Graduate School of Government,
Universiti Utara Malaysia,
in Fulfilment of the Requirement for
the Degree of Doctor of Philosophy**



Kolej Undang-Undang, Kerajaan dan Pengajian Antarabangsa
(College of Law, Government and International Studies)
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Pemeriksa Dalam : **ASSOC. PROF. DR. SAMIAH KHALIL@HALIM**
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Tandatangan
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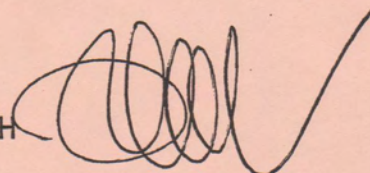
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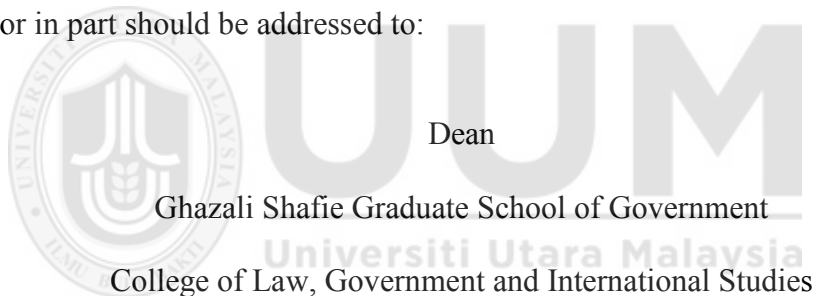
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ABSTRACT

Competitions between places makes places strive to be better than their competitors. It has been the answer to the emergence of competition between the cities in showcasing places to attract intellectual elites, residents, tourists, investors, and anyone with an interest in the place. This study has emphasized on the capability of the place branding as one of the methods of place-image recovery in the context of city planning. Therefore, this research seeks to develop a place branding strategy from the users' perspective, guided by the following objectives: (1) to define the meaning of place branding by government agencies, (2) to define the meaning of place branding by the local people, (3) to examine the perception of place branding was conceived, built, and used by the government agencies, (4) To explore the benefits and difficulties of place branding, (5) to formulate suitable strategic technique of place branding. A mixed method approach was adopted in data collection combining interview and questionnaire data. The interview session was conducted with 15 respondents comprising five members of Alor Setar City Council, five from Kedah State Department of Town and Country Planning, and the rest were officers from Tourism Malaysia Kedah. For quantitative data, this study has analysed the questionnaire responses from 384 respondents comprising of both local communities and visitors in Alor Setar. Both methods of data collection were carried out in 2016 and 2017. The interview data was analysed using the NVivo 10 software, whereas the Statistical Package for Social Science software was used to process quantitative data. The findings show that there is a positive perception among government agencies and city users on the idea of place branding in city planning. More interestingly, the findings also demonstrate that Alor Setar has the potential to set its own brand as a friendly and smart place, accessible to everyone as well as, capable of attracting users from diverse backgrounds of society. Hence, this study recommends the sixth steps approaches as one of the place branding strategies in city planning and suggests further research on place branding issues in other locations in Malaysia.

Key Words: City Planning, Place Branding, Place Marketing, Malaysia

ABSTRAK

Persaingan antara tempat yang berpunca daripada kepantasan pembangunan telah mengubah persekitaran dan trend pembangunan. Persaingan ini menjadikan setiap tempat berusaha untuk menjadi lebih baik daripada pesaing mereka. Perkembangan ini telah menjadi jawapan kepada kemunculan persaingan antara tempat dalam menonjolkan tempat untuk menarik golongan elit intelektual, penduduk, pelancong, pelabur, usahawan, dan sesiapa yang mempunyai minat terhadap tempat tersebut. Kajian ini menekankan kepada kemampuan penjenamaan tempat sebagai salah satu kaedah pemulihan imej tempat dalam konteks perancangan bandar. Manakala, penyertaan masyarakat pula dilihat sebagai salah satu alat penting dalam perancangan bandar. Oleh itu, kajian ini dilakukan bertujuan untuk membangunkan strategi penjenamaan tempat daripada perspektif pengguna, yang dipandu oleh objektif berikut: (1) untuk menentukan maksud penjenamaan tempat oleh agensi kerajaan, (2) untuk menentukan maksud penjenamaan tempat oleh penduduk tempatan, (3) untuk meneliti persepsi penjenamaan tempat yang telah diolah, dibangunkan, dan digunakan oleh agensi kerajaan, (4) untuk meneroka manfaat dan kesulitan dalam penjenamaan tempat, (5) untuk merumuskan teknik strategik penjenamaan tempat yang sesuai. Pendekatan kaedah campuran digunakan dalam pengumpulan data yang menggabungkan data temu bual dan soal selidik. Temu bual telah dilakukan bersama 15 orang pegawai iaitu lima anggota Majlis Bandaraya Alor Setar, lima daripada Jabatan Perancangan Bandar dan Desa Negeri Kedah, dan selebihnya adalah pegawai dari Tourism Malaysia Kedah. Untuk data kuantitatif pula, kajian ini telah menganalisis maklum balas soal selidik daripada seramai 384 responden yang terdiri daripada komuniti dan pelawat tempatan di Pusat Bandar Alor Setar. Kedua-dua kaedah pengumpulan data telah dijalankan pada 2016 dan 2017. Hasil temu bual kemudian telah dianalisis menggunakan perisian NVivo 10, manakala, perisian Pakej Statistik untuk Sains Sosial (SPSS) pula digunakan untuk memproses data kuantitatif. Hasil kajian ini menunjukkan terdapat persepsi positif daripada kalangan agensi-agensi kerajaan dan pengguna bandar mengenai idea penjenamaan tempat dalam perancangan bandar. Lebih menarik adalah penemuan tersebut juga menunjukkan bahawa Alor Setar mempunyai potensi untuk menetapkan jenamanya sendiri sebagai tempat yang mesra dan pintar, yang boleh diakses oleh semua orang serta, mampu menarik pengguna daripada pelbagai latar belakang masyarakat. Oleh itu, kajian ini mencadangkan kaedah 'enam langkah' sebagai salah satu strategi penjenamaan tempat dalam perancangan bandar dan menyarankan penyelidikan lanjut mengenai isu penjenamaan tempat di lokasi lain di Malaysia.

Kata Kunci: Perancangan Bandar, Penjenamaan Tempat, Pemasaran Tempat, Malaysia

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LIST OF ABBREVIATIONS

AOR	Sultan Abdul Halim International Airport
CPTED	Crime Prevention Through Environmental Design
EPU	Economic Planning Unit
FDI	Foreign Direct Investment
LPA	Local Planning Authority
MBAS	Alor Setar City Council
MITI	Ministry of International Trade and Industry
NUP	National Urbanisation Policy
SNS	Social Networking Sites
SPSS	Statistical Package for Social Science



CHAPTER ONE

INTRODUCTION

1.1 Introduction

Different places have varied tastes and images between one and another. In the changing world development landscape, Malaysia has experienced rapid physical development that resulted in the transformation of place image. Gordon and Richardson (2000) said that the overflowing of urban development has effect on the place and the image. Since 1970, place images have become an issue in Malaysia. The professionals and politicians at the time frequently emphasised the place image through building infrastructure. In 1991, Federal Government announced that every capital state in the country should represent an identity by using landscape elements (Shuhana & Ahmad, 2001). Therefore, place image is identified by the building architecture as presented by the community. According to Nor Zalina and Ismail (2009), Malaysia has plenty of heritage towns with unique facade and features that they are expected to become Malaysia identity.

Starting from the 1980s, urban managers in Europe has been approaching the concept of “city branding” or also known as “place branding” in accentuating the image and identity of the place. According to Paskaleva-Shapira (2007), place branding has become a famous and favourite strategy to present a place or city. It excellently functions as the source of added symbolic value and at the same time, increases the economic value of the place with a mental image and a cultural implication.

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APPENDIX

APPENDIX 1

Interview Script

Definition of Place Branding

1. What does 'place branding' mean to you?
2. In your opinion, what is the function of place branding?

How Place Branding Conceives, Built, and Used by the Government Agencies

3. Branding in Alor Setar, what do your agencies do something?
4. If so, what, and how? If not, what is your opinion, what can we brand?
5. What is in your opinion in constructing place branding strategy?
6. In your opinion, what is the best way to spreading messages about a place?
7. In term of 'place branding' itself, do you think the logo and slogan are necessary?

The Use of Place Branding in City Planning

8. In your opinion, can place branding blend in with city planning?
9. In your opinion, what is the role of place branding in city planning?
10. As we experience, Act 172 states that the Local Planning Authority need to carry out public consultations concerning the Draft of Local Plan, Draft of State Structure Plan, and Draft of Special Area Plan. In your experience and opinion, is local community has good involvement in city planning such as *Seranta Awam*?
11. In your opinion, do agency ready to involve the public to create Alor Setar brand?

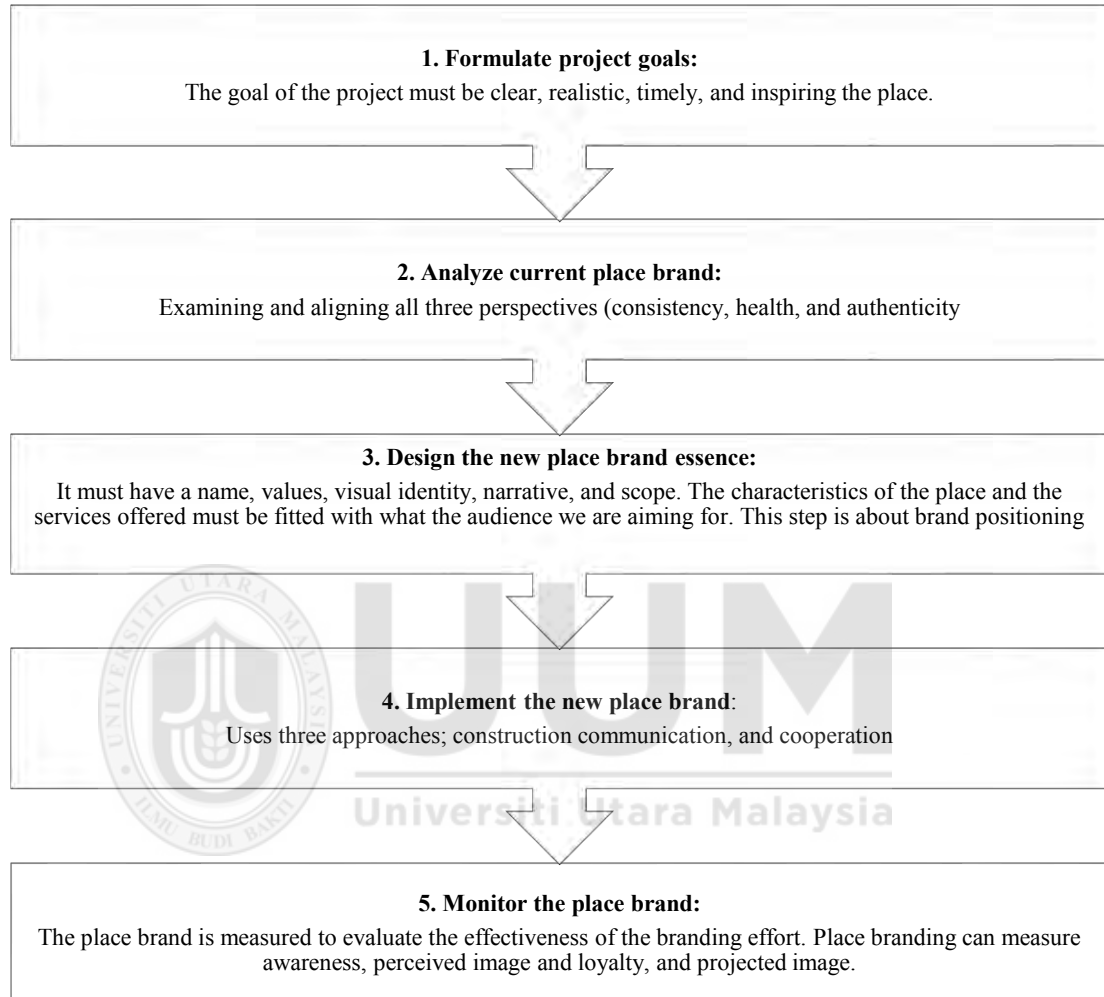
Benefits and Difficulties of Place Branding

12. In your opinion, what is benefits of place branding?
13. In your opinion, what is the factors that make Alor Setar attractive?
14. Do you think place branding faces any difficulties?
15. In your opinion, what is the factors give difficulties to place branding?

Strategic Technique of Place Branding

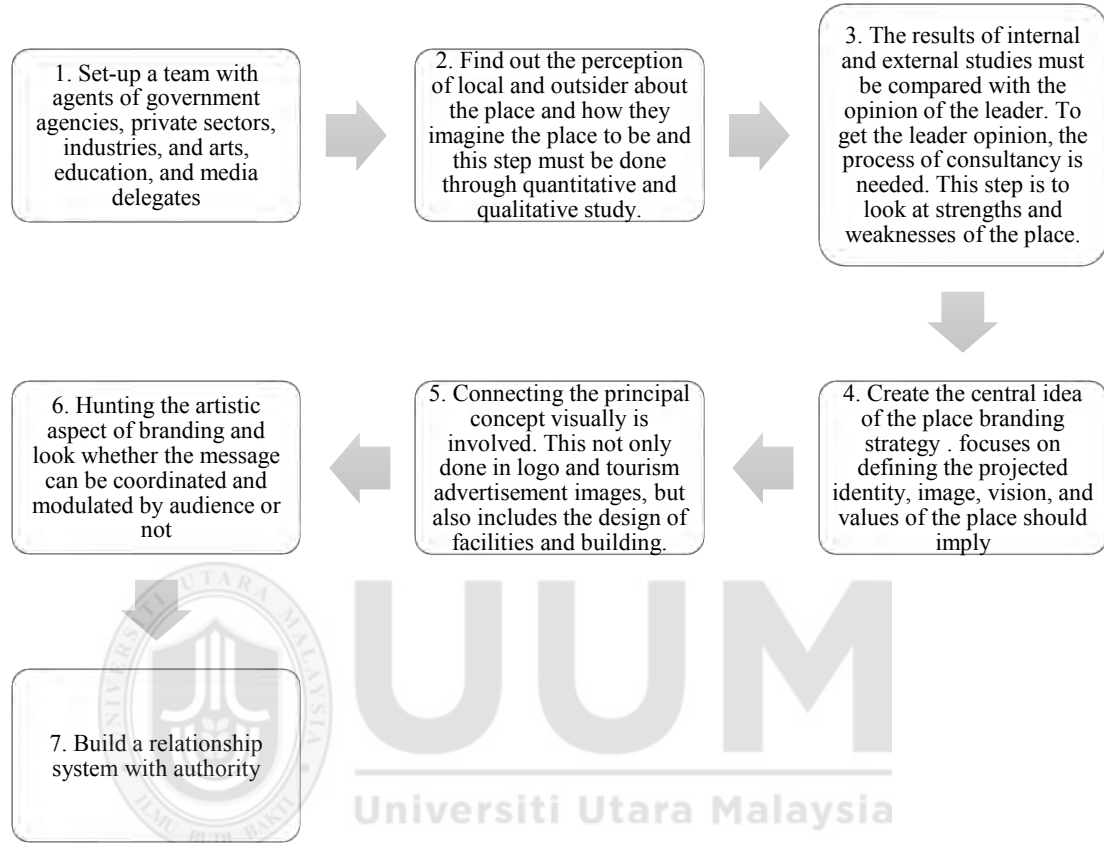
16. Do you think place branding is important in development planning?
17. In place branding, there are few techniques to development a place branding proposes by few scholars. This study suggests approaching you with methods suggested by three scholar; Olin: 7-step approach; Govers, Klooster, & Keken; 5-step approach; and Morgan, Pritchard, & Pride: a 5-step approach.
(as enclosed with script)
18. In your opinion, what is the best techniques that can be use in Alor Setar?
19. In your opinion, how many steps need to use?
20. Can you recommend the steps that you think think fits to apply in Alor Setar?

Five Steps Place Branding Approach



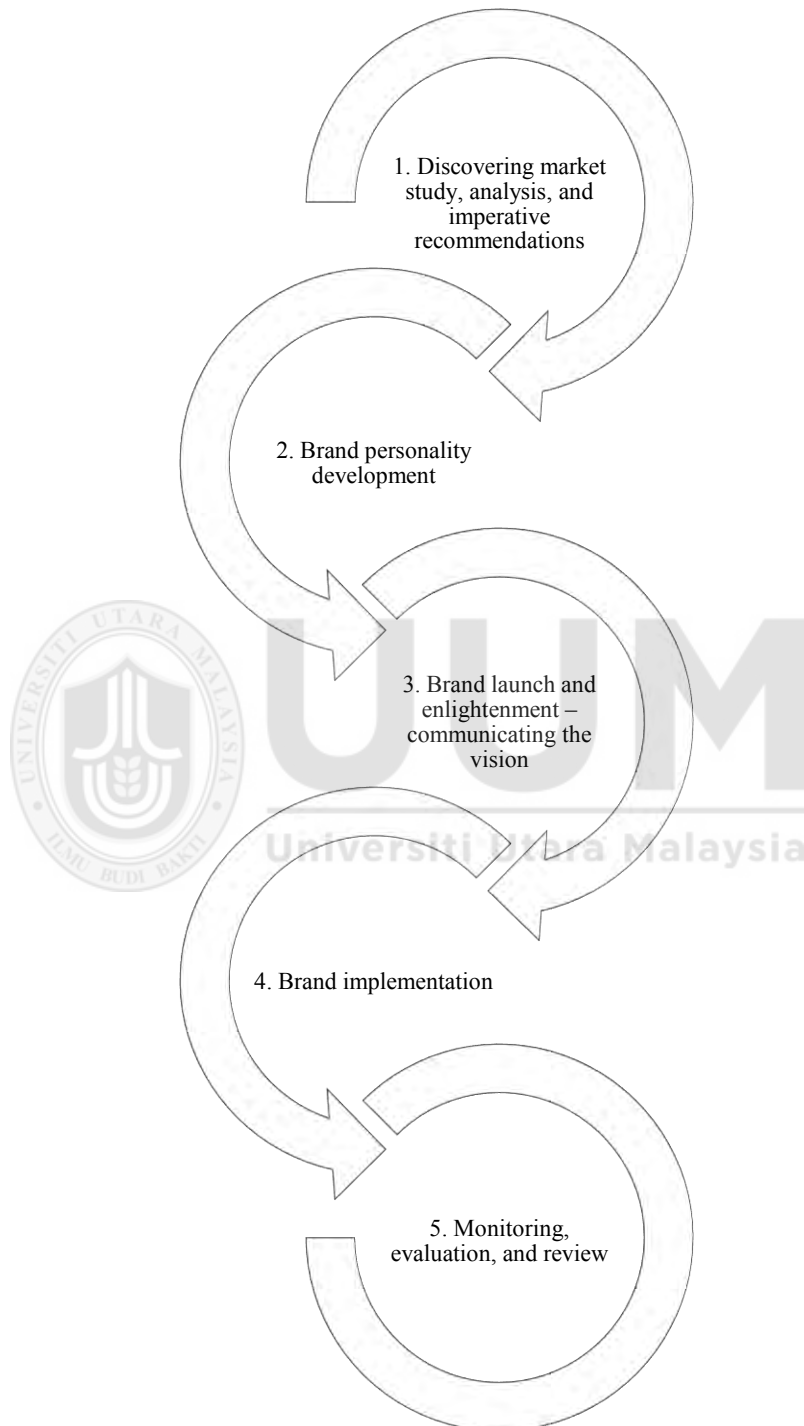
Olins, 1999

Seven Steps Place Branding Approach



Morgan, Pritchard, and Pride, 2007

Five Steps Place Branding Approach



Respondent Background

4. What is your gender:

- ☐ Male
☐ Female

5. How old are you?

- ☐ 20 - 29 years old ☐ 30- 39 years old
☐ 40 - 49 years old ☐ 50-59 years old ☐ >60 years old

6. What is your race?

- ☐ Malay ☐ Indian
☐ Chinese ☐ Siamese ☐ Other: _____

7. Where is your birthplace?

- ☐ Alor Setar ☐ Another District in ☐ Other
Kedah

8. What is your level of education?

- ☐ SPM ☐ Diploma ☐ Other
☐ Degree ☐ Master/PhD


9. How long have you lived here?

- ☐ < 2 years ☐ 2- 5 years
☐ 6- 10 years ☐ >11 years


-end-

APPENDIX 2

Questionnaire for City User



GHAZALI SHAFIE GRADUATE SCHOOL OF GOVERNMENT
UUM Kolej Undang-Undang, Kerajaan dan Pengajian Antarabangsa
Universiti Utara Malaysia
06010 UUM SINTOK
KEDAH DARUL AMAN
MALAYSIA



UUM
Universiti Utara Malaysia

Tel: 604-928 7751/7752
Faks (Fax): 604-928 7799
Laman Web (Web): www.gsgsg.uum.edu.my

"MUAFAKAT KEDAH"

Reference No. : UUM/COLGIS/GSGSG/900902
Date : October 18 , 2016

TO WHOM IT MAY CONCERN

Sir/Madam

DATA COLLECTION FOR PH.D THESIS

This is to certify that **Fariha Binti Ramli** (Matric Number : **900902**) is a Full Time Doctoral student at Universiti Utara Malaysia, Sintok, Kedah.


She needs to collect data for her research in order to fulfill the requirements of his programme.

We duly hope that your organization will be able to assist her in getting the necessary information for his research.

Thank you.







"KNOWLEDGE, VIRTUE, SERVICE"

Yours faithfully,



(HAJI ABU BAKAR BIN MAT SAFAR)
Principal Assistant Registrar
On behalf of Dean
Ghazali Shafie Graduate School of Government
Tel : 04-9287752 Fax: 04-9287799
Email : abakar@uum.edu.my

Universiti Pengurusan Terkemuka
The Eminent Management University





Ghazali Shafie Graduate School of Government
Universiti Utara Malaysia, Sintok

Respected Respondent,

My name is Fariha Ramli and I am graduate student at Universiti Utara Malaysia, Sintok. This research looking at the perception of place branding by local people and government officials. As a part of Alor Setar city users, I am inviting you to participate in this research by completing the attached surveys. The following questionnaire will require approximately 10 to 15 minutes to complete.

There is no compensation for responding nor is there any known risk. In order to ensure that all information will remain confidential, please do not include your name. If you choose to participate in this study, please answer all questions as honestly as possible and return the completed questionnaires promptly. Participation is strictly voluntary and you may refuse to participate at any time.

Thank you for taking the time to assist me in my educational endeavors. The data collected will provide useful information regarding user perception about culture, image, place branding, and public participation.

If you require additional information or have questions, please contact me at the number listed below.

Phone :

Email :

Thank you,

Fariha Ramli

Universiti Utara Malaysia

Date/Time : Location:

Section I: Background

This section contains some questions about your background. Please show your answers in the box provided.

10. What is your gender:

- ☐ Male
☐ Female

11. How old are you?

- ☐ 20 - 29 years old ☐ 30- 39 years old
☐ 40 - 49 years old ☐ 50-59 years old ☐ >60 years old

12. What is your race?

- ☐ Malay ☐ Indian
☐ Chinese ☐ Siamese ☐ Other: _____

13. What is your practice of religion?

- ☐ Islam ☐ Buddhist ☐ Other: _____
☐ Hindu ☐ Christian

14. Where is your birthplace?

- ☐ Alor Setar ☐ Another District in ☐ Other
Kedah

15. What is your level of education?

- ☐ SPM ☐ Diploma ☐ Other
☐ Degree ☐ Master/PhD

16. What is your areas of work?

- ☐ Government ☐ Services ☐ Unemployed
☐ Business ☐ Freelance ☐ Other
Related

17. How long have you lived here?

- ☐ < 2 years ☐ 2- 5 years
☐ 6– 10 years ☐ >11 years

Section II: Perceptions of Culture

In this section, the study like to know your perception of culture. Please select the appropriate answer and mark in the box below according to the given scale. For this study, there is no right or wrong answer, and this research is interested in your opinions and statements.

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

Perceptions on Culture		Scale				
		1	2	3	4	5
1	I know about the local culture					
2	I agree that the local dialect is unique					
3	I agree that the local food is special					
4	I agree that every place has their own culture of attraction					
5	I agree that cultural can promote as a brand and place identity					
6	I agree the traditional activity is unique					
7	I agree that local art is one of local cultural					
8	I agree that government agencies should promote cultural as a brand					
9	I agree that physical development giving an impact to the cultural					
10	I agree that tourists love local cultural					

Section III: Perceptions of the Place Image

In this section, the study would like to know your perception of the place image. Please select the appropriate answer and mark in the box below according to the given scale. For this study, there is no right or wrong answer, and this research is interested in your opinions and statements.

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

Perceptions of City Image		Scale				
		1	2	3	4	5
1	I have high impression on the place image					
2	I agree that every city has unique image					
3	I agree old buildings has intrinsic value					
4	I agree that every city need have a clear image					
5	I agree that every city in Malaysia should improving the place image					
6	I agree that government agencies should maintaining the traditional city image					
7	I agree that place image can be a place brand					

8	I agree that physical development changes the place image					
9	I agree that place image and culture should be integrated as a brand					
10	I agree that the use of social networking sites can improve the image of the place					

Section IV : Perceptions of Place Branding

In this section, the study would like to know your perception of place branding. Please select the appropriate answer and mark in the box below according to the given scale. For this study, there is no right or wrong answer, and this research is interested in your opinions and statements.

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

Perceptions on City Branding		Scale				
		1	2	3	4	5
1	I know that place can be branded					
2	I know that cultural and image can be branded					
3	I know that the importance of logo and slogan in branding					
4	I agree that place brand has a commercial value					
5	I agree that public should work together with government agencies to produce the place brand					
6	I agree that citizens have comprehensive knowledge of their own place					
7	I agree that most of the cities in Malaysia do not possess a brand					
8	I agree that place branding can turn a place into a centre of tourism and economic activity					
9	I agree that place branding has to be in line with the culture and the image of a place					
10	I agree using social networking sites to promote and market a place					

Section V : Perceptions of Public Participation in City Planning

In this section, the study would like to know your perception of public participation in city planning. please select the appropriate answer and mark in the box below according to the given scale. for this study, there is no right or wrong answer, and this research is interested in your opinions and statements.

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

Perceptions on Community Participation in Development Planning		Scale				
		1	2	3	4	5
1	I know about public participation in development planning					
2	I know my rights in development planning					
3	I get information about development planning in my area					
4	I agree that current practice adopted by local authorities in disseminating information development is effective					
5	I involved in development planning in my area					
6	I agree that public participation was able to shape strategic planning strategies					
7	I know my right in development planning					
8	I agree I agree that local authorities should act to get public engagement					
9	I agree that local people must be exposed to development planning program'					
10	I agree that all parties should collaborate and together in producing the best development strategy					
11	I agree using social networking sites to attract the public to involve in development planning					

Section VI: Perception of the Brand and Image of Alor Setar City Centre

In this section, the study would like to know your perception of the brand and image of Alor Setar City Centre. Please select the appropriate answer and mark in the box below according to the given scale. For this study, there is no right or wrong answer, and this research is interested in your opinions and statements.

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

A: Alor Setar City Center as a Global City

Global City		Scale				
		1	2	3	4	5
1	There are many multinationals in Alor Setar City Center					
2	Financial and Service Sectors Thrive in the Alor Setar City Center					

3	I agree Alor Setar received a lot of FDI					
4	I agree Alor Setar as hub for international company					
5	I agree there are big airport in AS					
6	I agree Alor Setar City Center is a gathering place of many talents who come from all over the world					
7	I agree Alor Setar City Center is a hub for the media and international communication					
8	I agree there are several areas in Alor Setar City occupied by the high class/luxury					
9	I agree there are a significant portion of foreigners who occupy Alor Setar City					
10	I agree Alor Setar hold an essential position in politics and international affairs					

B: Alor Setar City Center as a Culture City

Culture City		Skala				
		1	2	3	4	5
1	I agree that the foreigners know about Alor Setar					
2	I agree that locals give information to the tourists					
3	I agree that Alor Setar has a famous traditional agriculture					
4	I agree landmarks like Masjid Zahir, and Pekan Rabu reminded me about Alor Setar City					
5	I agree Pekan Melayu and Pekan Cina projects the image of the traditional architecture of Alor Setar City Centre					
6	I agree Masjid Zahir is one of the main attractions of Alor Setar					
7	I agree that street food became a symbol of food culture in Alor Setar					
8	I agree that Alor Setar is famous for night markest and morning markets among visitors/tourists					
9	I agree that the foreigner knows about Alor Setar					
10	I agree that locals give information to tourists					

C: Alor Setar City Center Liveable City

Liveable City		Scale				
		1	2	3	4	5
1	I agree Alor Setar City has a quality nightlife					
2	I agree that the public transport system in Alor Setar is comprehensive and easy to use					
3	I agree on the environment in Alor Setar City is exciting and healthy					

4	I agree there is good access to public facilities such as libraries, museums, and cultural complex					
5	I agree there are the quality of bike and pedestrian facilities and a large number of residents are cyclists and pedestrians in the Alor Setar					
6	I agree residents were given the right and opportunity to be involved in the development agenda of Alor Setar City					
7	I agree Alor Setar City Council provide the best service in the provision of various facilities					
8	I agree there are facilities for quality education provided in Alor Setar					
9	I agree Alor Setar City is the safest city in Malaysia					

Please circle the answer that best applies to you:

10. What is the first thing that comes to your mind when talking about Alor Setar?

1. Culture
2. Architecture
3. City Design / City Planning
4. Street Food.



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-END-

Thank you for your time and patience to complete this questionnaire

APPENDIX 3

TERAS 4 : BANDAR WARISAN DALAM TAMAN

01 CADANGAN PEMBANGUNAN DI PERSIRAN SUNGAI KEDAH DAN SUNGAI ANAK BUKIT SEBAGAI RIVER OF LIFE

Strategi 1: Pembangunan Persiran Sungai Sebagai River of Life



LOKASI
Blok Pembangunan
BP1 (Alor Setar)
Kedah dan Sungai
Kedah

DESKRIPSI CADANGAN

- Cadangan untuk meningkatkan kemudahan rekreasi di dalam Pusat Bandar
- Memperindahkan persekitaran Sungai Kedah untuk kegiatan aktiviti riadah dan rekreasi
- Menambahbaikan program di sekitar persiran Sungai Kedah untuk kegiatan semua tidak kira usia.

03 CADANGAN PENINGKATAN IDENTITI DAN IMEJ DALAM PUSAT BANDAR ALOR SETAR SEBAGAI RIVER CITY

Strategi 3: Meningkatkan Imej, Identiti Dan Landskap Bandar



Ilustrasi Cadangan Mulu Bandar Pusat Bandar Alor Setar

DESKRIPSI CADANGAN

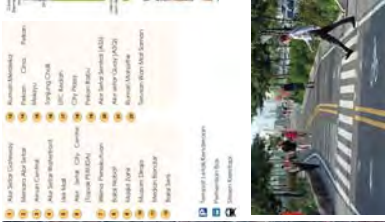
- Cadangan untuk memberi penumpuan kepada elemen pintu masuk dan perabot jalan di dalam pusat Bandar
- Peningkatan elemen-elemen reka bentuk bandar, pintu masuk dan perabot jalan seperti sirai, kaki lampu jalan, bangku, papan tanda dan arca hendaklah mengambil kira unsur-unsur warisan dan budaya bagi menonjolkan lagi imej pusat bandar.
- Mempertahuti rasid bangunan yang telah rosak dan usang terutamanya di Pekan Cina dan Pekan Melayu.
- Mengecat semula bangunan yang mempunyai visual kualiti yang tidak menarik.

02 CADANGAN LALUAN BASIKAL DAN PEJALAN KAKI DALAM PUSAT BANDAR ALOR SETAR

Strategi 2: Walkable City



LOKASI
Blok Pembangunan
BP1 (Alor Setar)



Ilustrasi cadangan Walkable City

DESKRIPSI CADANGAN

- Cadangan untuk menjadikan pusat bandar Alor Setar sebagai By Cycle dan Walkable City.
- Laluan basikal dan pejalan kaki hendaklah menghubungkan nodus-nodus utama pusat bandar terutamanya bangunan-bangunan lumpuan pelancong, dan sebagainya, pusat membeli-belah.
- Perlu diterapkan imej dan identiti bandar sebagai sebuah bandar walis dan budaya.
- Penyediaan tempat letak basikal di nodus utama seperti Menara Alor Setar dan Dataran Balai Besar.

04 CADANGAN PENINGKATAN IDENTITI LANDSKAP BANDAR DALAM PUSAT BANDAR ALOR SETAR



LOKASI
Blok Pembangunan
BP1 (Alor Setar) Persiran Sungai
Kedah (Alor Setar Walk)

Ilustrasi cadangan landskap di sekitar Sungai Kedah (Alor Setar Walk)

DESKRIPSI CADANGAN

- Cadangan untuk meningkatkan kemudahan rekreasi di dalam Pusat Bandar
- Memperindahkan persekitaran Sungai Kedah untuk kegiatan aktiviti riadah dan rekreasi